

Message Text

UNCLASSIFIED

PAGE 01 ROME 11720 191351Z

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W

-----114574 191351Z/53

R 191230Z JUL 77

FM AMEMBASSY ROME

TO SECSTATE WASHDC 5966

USDOC WASHDC

UNCLAS ROME 11720

E.O. 11652: N/A

TAGS: BEXP, IT

SUBJECT: PROMOTION CAMPAIGN FOR 1977 PARIS AIR SHOW

FOLLOWING SENT ROME ACTION PARIS PRIORITY, INFO MILAN,

NAPLES, PALERMO, GENOA, FLORENCE, TURIN, TRIESTE JUN 27

REPEATED FOR YOU

QUOTE ROME 10515

E.O. 11652: N/A

TAGS: BEXP, IT

SUBJECT: PROMOTION CAMPAIGN FOR 1977 PARIS AIR SHOW

REF: A) PARIS 17400 B) ROME 9826

1. THE FOLLOWING IS SUMMARY OF EMBASSY'S PROMOTIONAL EFFORTS
ON BEHALF OF THE U.S. PAVILION, PARIS AIR SHOW, AS REQUESTED
REF A). THIS SHOULD BE READ WITH REF B), WHICH DEALS SPECI-
FICALLY WITH AMBASSADOR GARDNER'S JUNE 9 ITALIAN DAY RECEP-
TION AT THE PAVILION.

2. A TOTAL OF 47 PERSONAL CALLS WERE MADE BY EMBASSY AND
CONSULATE OFFICERS; MANY OF THESE WERE DURING APRIL VISIT TO
ROME, GENOA, TURIN AND MILAN OF BUSINESS RELATIONS
DIRECTOR GEORGE RUFFNER. A RECEPTION FOR RUFFNER WAS HELD
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IN GENOA ON APRIL 15; 18 FIRMS WERE REPRESENTED BY 33
GUESTS.

3. A TECHNICAL SALES SEMINAR ON AIR TRAFFIC CONTROL,
HELD IN THE EMBASSY THEATER, JANUARY 25-27, PROVED TO
BE, /INTER ALIA/, AN EFFECTIVE EARLY PROMOTION FOR THE AIR
SHOW. ABOUT HALF OF THE 118 REGISTERED PARTICI-

PANTS WERE AMONG THE KEY PROSPECTS FOR PARIS. THIS EFFORT INCLUDED A RECEPTION HOSTED BY ECONOMIC/COMMERCIAL MINISTER CALINGAERT.

4. AN ENTIRE EDITION OF THE EMBASSY'S COMMERCIAL NEWSLETTER, SCAMBI COMMERCIALI, WAS DEVOTED TO THE U.S. PAVILLION AND TO ARTICLES ON AMERICAN AVIONICS THECHNOTOLOGY AND PRODUCTS.

5. WE HAVE FOUND NO SIGNIFICANT LOCAL PRESS COVERAGE RESULTING FROM PRESS RELEASES MAILED FROM PARIS OR FROM HERE. A NUMBER OF ARTICLES, HOWEVER, HAVE APPEARED DURING AND FOLLOWING THE SHOW IN INDUSTRY PUBLICATIONS, INCLUDING AIR PRESS, ROME, AND INTERCONAIR, GENOA. WE DO NOT REGARD THE ABSENCE OF PRESHOW COVERAGE IN THE GENERAL PRESS AS ESPECIALLY IMPORTANT, SINCE INDIVIDUAL CONTACT WITH THE NARROW TARGET GROUP IS THE MOST EFFECTIVE PROMOTIONAL TITOL AVAILABLE FOR THIS KIND OF EVENT.

6. OF ALL EFFORT DESIGNED TO ATTRACT HIGH-LEVEL ITALIAN ATTENDANCE IN PARIS, WE BELIEVE THE MOST USEFUL WAS AMBASSADOR GARDNER'S RECEPTION (AGAIN, SEE REF B).

7. COPIES OF ARTICLE, ETC., BEING POUCHED TO BERYL COHEN.
UNQUOTE.GARDNER

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Message Attributes

Automatic Decaptoning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
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Decapton Date: 01-Jan-1960 12:00:00 am
Decapton Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977ROME11720
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770268-0466
Format: TEL
From: ROME
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770742/aaaabklo.tel
Line Count: 85
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: a6619a67-c288-dd11-92da-001cc4696bcc
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 77 PARIS 17400, 77 ROME 9826
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 26-Jan-2005 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1817921
Secure: OPEN
Status: NATIVE
Subject: PROMOTION CAMPAIGN FOR 1977 PARIS AIR SHOW FOLLOWING SENT ROME ACTION PARIS PRIORITY, INFO MILAN, NAPLES, PALERMO, GENOA, FLORENCE, TURIN, TRIESTE J
TAGS: BEXP, IT
To: STATE COM
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/a6619a67-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009